



News About Placer County Businesses

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Monthly Economic Development *In Progress* Email Newsletter Archive

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Dunmore Homes Moving Headquarters to Granite Bay

By late 2005, Dunmore Homes plans to occupy its new 25,000-square-foot corporate headquarters at Sierra College and Douglas boulevards in Granite Bay. Currently on Professional Drive in Roseville, the company is making the move to gain more and more efficient office space. The new office that Dunmore is designing and building, will include an 1800-square-foot state-of-the-art Design Center showroom, where customers can choose features for their new homes. In business since 1953, Dunmore Homes develops and builds single-family homes and active senior communities in California and Nevada. CEO Sid Dunmore is the youngest inductee ever into the California Building Industry Hall of Fame. Now employing 70 people in its corporate office, the company will have spots available for nearly 100 employees after the move. Dunmore Homes currently employs about 134 employees company-wide. For more, visit [Dunmore Homes](#) or [Builder Online](#).

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Growing Roseville Firm Serves Auto Service & Repair Industry

According to the Sacramento Business Journal, CustomerLink is the second-fastest growing company in the area. The company has grown from three to 35 employees. Founded by Sacramento resident Mark Hockridge in Roseville in 2000, CustomerLink provides marketing for the automobile service and repair industry: it mails out auto maintenance customer reminders for independent auto service and repair shops, and sends customers thank you cards for their patronage. CustomerLink has captured the attention of automobile service and repair shops in the Greater Sacramento and Bay Areas. The bottom line, an increase in profit, is working both ways. CustomerLink reported a nearly \$2 million revenue increase from 2002 to 2003. For more, visit the [Lincoln News Messenger](#) or the [Sacramento Business Journal](#) or [CustomerLink Systems](#).

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Rocklin Pointe Completed, Jamba Juice Open

Jamba Juice smoothies will soon be joined by Quizno's sandwiches and a bank at the newly-constructed Rocklin Pointe shopping strip on the corner of Granite Drive and Sierra Meadows. The 11,132-square-foot building sits on a 1.17-acre lot near the Rocklin Unified School District Office. A business at the site was already providing smoothies on middle and high school campuses when the Rocklin City Council and staff expressed an interest in having a Jamba Juice in the community. The business now has 15 part-time employee positions. Project manager Kevin Hallock of Rocklin's Gordon Rodgers Company designed the building after the fashion of renowned architect Frank Lloyd Wright, to create a sense of a village environment. Jamba Juice is located at 2625 Sierra Meadows Drive. For more, visit the [Placer Herald](#).

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Psyberware Celebrates 10 Years in Business

Psyberware, a computer and Internet service provider, recently celebrated 10 years in business with an Open House party at the company's office located at 543 G Street in Lincoln. Psyberware was originally started in 1994 by several Sierra College students as a small bulletin board service. Later that year, Psyberware was connected to the Internet. Community members began calling for Internet access because Psyberware was the only public Internet connection in Placer County. Psyberware now offers dial-up and DSL Internet access, computer services, Web hosting, and in-home training. Psyberware's Web site notes that the company prides itself on excellent customer service; a live person answers customers' phoned-in questions, and problems are dealt with promptly. For more, visit [Psyberware](#) or the [Lincoln News Messenger](#).

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Bowman Group Forms Plan to Improve Business

The Bowman business corridor, in North Auburn, is on its way to being transformed into an attractive and inviting oasis for visitors and a prime shopping location for residents. That's the goal of the Gold Country Sierra Gateway Business Improvement District, working hand in hand with Placer County. Spearheaded by Cynthia Haynes, California Welcome Center executive director of tourism in Auburn, a core group of Bowman business owners has been meeting for almost a year to put the groundwork in place. The county's support includes seed money to get the improvement district up and running, and tackling traffic issues. Haynes is already seeing interest from businesses outside the area in relocating to Bowman. And the group has already identified one project that can be accomplished right away -- landscaping at the Foresthill exit of I-80. The new business improvement group meets monthly at the California Welcome Center, 13411 Lincoln Way, Auburn. For more, visit the [California Welcome Center](#) or contact [Cynthia Haynes](#) or visit the [Auburn Journal](#).

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North Tahoe Spas Offer Luxury, Relaxation

Two North Lake Tahoe spas, the Hyatt's Stillwater Spa and Cal Neva's Euro Spa, offer an array of relaxing treatments in luxurious surroundings. The Hyatt Regency Lake Tahoe recently completed a \$60 million renovation -- half of that spent on its Stillwater Spa alone. The spa's décor echoes the surrounding Tahoe landscape, but its atmosphere

reflects the hotel's commitment to treating guests like royalty. Spa visitors can mix and match such treatments as a massage, facial, and mud wrap, or a pedicure, hot-rock massage, and salt scrub. The Cal Neva's Euro Spa was created 13 years ago by Charles Bluth, who named it Euro Spa to emphasize the soul-soothing scrubs and other treatments that Europeans had long been practicing but were unfamiliar to Americans. The object at both spas is to rejuvenate body, mind and spirit. For more, visit [Foothills Magazine](#) or [Hyatt Regency's Stillwater Spa](#) or [Cal Neva's Euro Spa](#).

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SACTO Adds Three Key Staff Members

The Sacramento Area Commerce and Trade Organization (SACTO) recently added three new employees to its staff. Charline Speck joins SACTO as director of business development. With her more than 20 years of economic development experience, Speck will be responsible for developing and executing a new multi-year business-attraction plan focusing on attracting high-value companies to the region. Monique Garcia-Gunther, SACTO's new director of marketing and communications, brings 10 years of experience to her new job of strengthening SACTO through strategic internal and external communications. Shaunta Lee joins SACTO as executive assistant and contracts manager for the Sacramento Research Regional Institute (SRRI), a joint venture of SACTO and California State University, Sacramento. SACTO, the region's leading economic development facilitator, brings together organizations, information, and resources to find the jobs, talent, and money needed to insure the region's prosperity and global competitiveness. For more, visit [SACTO](#).

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Snow-Skate Shop Carves Niche in Colfax

The Riders Union with partners Mike Basich and Jason Howes are first to start a snow-skate shop that caters to riders on the ground and in the air. Their shop located at 1534 Canyon Way in Colfax is loaded with trick stuff that snowboarders and skateboarders can use to gear up and ride out. Along with custom assembly on skateboards and snowboard repair, Riders Union boasts everything from snowboards, skateboards, boots, bindings and helmets to wallets, belts, leashes and tools. For more, visit the [Colfax Record](#).

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Metal Sculptor Wields Blowtorch to Create Popular Art

Auburn metal sculptor Jennifer Johnson fashions her creations in her outdoor workspace, wearing heavy gloves and a welding helmet and wielding her blowtorch brush for 16 to 20 hours a day. Her pieces, fused in steel and found metals, create a whimsical land where her favorite figures, women and horses, flow freely across her front lawn. From the first time she picked up the torch 14 years ago, Johnson's metal sculptures have streamed easily out into the world. Her work is displayed at Brown House Designs and the Oz Gallery of Fine Jewelry in Auburn, Folsom's Brookstone Shopping Center, the Eccentric in Sacramento, and in other galleries in Sonoma, San Francisco, and Berkeley. Last April, one of Johnson's larger-than-life horses was displayed at the 19-acre Westcott Bay Institute for Art and Nature, on San Juan Island. Her work is on display, through January 4, at Excentrique Art Gallery, in Sacramento. For more, visit [Foothills Magazine](#).

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Placer Land Trust Celebrates Agriculture at Annual Event

About 165 people attended the third annual Placer Harvest dinner in November celebrating the role of agriculture in the local economy, environment, and quality of life. The trust works with willing landowners to permanently preserve working agricultural land and natural open spaces in Placer County, said PLT's executive director Jeff Darlington. Held in Lincoln, the event highlighted the effort to protect the historic 280-acre Lincoln High School Farm through an agricultural easement. The Placer Harvest event raised about \$10,000 for the land trust, 25% of which will directly benefit the preservation of the high school farm, Darlington said. For more, visit [Placer Land Trust](#) or call (530) 887-9222 or send an [E-mail](#). In other agricultural news, the annual PlacerGROWN farm conference will be held Saturday, February 5, 8 a.m. - 3:30 p.m. at Lincoln High School in Lincoln. Keynote speaker Jane Eckert, a well-known farm marketer, will speak on agritourism opportunities on the farm. The conference includes 25 workshops on various aspects of farm production and marketing. For more, visit [PlacerGROWN](#) or the [University of California Cooperative Extension](#).

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Sutter Gives Funds for Nurse Education

Sutter Roseville Medical Center announced in November a \$750,000 donation to Sierra College to expand an online nursing degree program. In the Sacramento region alone, four health systems have spent more than \$20 million in recent years on nurse education through direct contributions to local schools, scholarships, loan forgiveness programs and other initiatives. With Sutter's gift, Rocklin-based Sierra can add 20 more students a year for two years to its online associate nursing degree program, starting in 2006. That donation comes on top of more than \$15 million Sutter pledged to spend educating hundreds of new nurses at Sacramento City College. For more, visit the [Sacramento Bee](#) or [Sutter Health](#).

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item and news about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development ([OED](#)) or visit the OED [Web](#) site. For past In Progress Online newsletters, go to Placer County [Biz News](#).

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New Star Lasers Develops Cutting-edge Products

Started in 1994 with one product, New Star Lasers, Inc. now finds itself with an array of cutting-edge medical, environmental, and dermatological lasers sold worldwide. New Star has already spun off two companies: CoolTouch, which sells and distributes New Star's lines of dermatology products and lasers, and Pulsar UV Technologies, with which New Star works to develop and manufacture water remediation devices. Located in a 19,000-square-foot facility in Roseville, the company employs about 40 people. New Star was named one of Sacramento's 100 Fastest Growing Companies in 1997, 1998, and 2000. Early on, the company went through a rigorous three-year process to become certified to export its products to Europe. New Star recently introduced its new NS 1500, an approved general surgical laser, and continues to develop improved cosmetic design products. For more, visit [New Star Lasers](#).

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Trade Center Receives \$1.2M to Expand Service

The Northern California World Trade Center has received \$1.2 million in federal funds to expand outreach to rural businesses. An affiliate of the Sacramento Metro Chamber, the trade center began offering specialized services to agriculture and other rural Central Valley businesses in 2002. These services include marketing research, overseas trade missions, and international business matchmaking. The service area includes the counties of Amador, Butte, El Dorado, Nevada, Placer, Sacramento, San Joaquin, Stanislaus, Sutter, Yolo, and Yuba. In the last five years, the center has conducted 20 trade missions abroad, helping local companies to promote and set up exporting agreements on dozens of products. The new funding will allow the center to mount new trade missions and bring more foreign trade delegations to the Sacramento region. For more, visit the [Sacramento Business Journal](#) or the [Northern California World Trade Center](#).

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East West Partners Moving Forward on Four Tahoe Resorts

East West Partners, a family of related but independent companies, is in the midst of developing four mountain resort communities at North Tahoe. Old Greenwood, opened last summer, is located on 900 acres near Truckee and encompasses 99 homesites, a Jack Nicklaus Signature golf course, an outdoor swim center, and a tennis and fitness facility. Near Old Greenwood is Gray's Crossing, currently being developed. Gray's first phase, 101 homes, sold out last summer; phase two goes on the market this spring. East West Partners has completed the first phase (three buildings) of the Village at Northstar, NorthStar resort's commercial and residential core. Coming in 2005 at the Village is expanded retail space, more luxury condos, and an ice rink. At buildout, the Village will include seven new buildings with 213 one- to four-bedroom condos, as well as shops, boutiques, and restaurants. A planned community that hasn't yet been approved, the Highlands, also at NorthStar, is envisioned as a collection of single-family residences and townhomes complete with its own amenities. For more, visit [Tahoe Mountain Resorts](#), [Old Greenwood](#), [NorthStar at Tahoe](#) and [East West Partners](#).

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Lincoln Company Specializes in Back Yards

Backyard Landscapes, Inc., a new Lincoln Chamber of Commerce member, offers professional backyard landscaping and maintenance. The company has more than a dozen landscape packages to choose from, based on the square footage to be done, and offers ongoing landscaping maintenance. Custom designs, done with Computer Aided Drawing (CAD) technology, can include ponds, waterfalls, sprinkling systems, walkways, lighting, etc. -- any landscaping feature needed. All work is performed by licensed, bonded, and insured contractors. Various financing options are available. Backyard Landscapes, in business since February 2001, is located at 395a S. Hwy. 65 in Lincoln. For more, send an [email](#), visit [Backyard Landscapes](#) or call 1-800-222-8880.

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Well-known Local Photographer Offers Digital Photo Classes

Foothill residents have seen Auburn photographer Keith Sutter's work in *National Geographic*, *Outside* magazine and *Sunset*. It's been displayed on billboards for Twelve Bridges subdivision in Lincoln, brochures for Placer County Visitors Center, and in framed prints at The Arts Building in Auburn. The 35-year-old joined expeditions in Alaska, Baja, and the Taklamakan desert in China after receiving his Bachelor of Arts degree from the Brooks Institute of Photography in 1991. For the last four years, Sutter has taught a weekly PhotoShop class at Sierra Community College. Sutter switched to digital photography in 1998 and now does all his commercial work digitally. Recently, he bought \$10,000 worth of new equipment so that he can teach digital classes in his studio. Classes include introduction to digital photography, basic digital photography, and Adobe PhotoShop. For more information, visit [Sutter Photography](#) or [Foothills Magazine](#).

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Rocklin Chamber Web Site Lists Restaurants, Pubs

Rocklin chamber's updated Web site now includes listings for more than 50 of the city's restaurants. Fine dining establishments, informal family spots, places serving ethnic foods or pizza, cafes, delis, coffee houses, sports pubs, grills and saloons -- all are listed along with addresses and phone numbers. The site also includes information about chamber

membership, a calendar of chamber events, and a "Member Spotlight" page. For more, visit the [Rocklin Chamber](#).

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Loomis B&B Attracts with Charm & Comfort

Voted the bed and breakfast inn with "Best In-Room Amenities" by Inn Traveler magazine, Emma's B&B, in Loomis, is a charming restored turn-of-the-century farmhouse situated on 45 acres of rolling green terrain. The inn is still owned by the Sorenson family, who lived in the home about 100 years ago. Emma's has been open as a B&B for about 10 years. Its five bedrooms, including two luxury suites, offer such amenities as Jacuzzi tubs for two, TV/VCR, PC modem, private refrigerator, private phone with two lines, feather pillows, and down comforters. Guests at the inn are served a full, homemade breakfast. Handicapped accessible, the B&B also has an onsite reception center with conference facilities. For guests who need overnight boarding of horses or other animals, the inn provides corrals and pastures on its spacious grounds. For more, visit the [Roseville Press Tribune](#) or [Emma's Bed & Breakfast](#).

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Snowshoeing How-To Outlined in Foothills Magazine

Snowshoes offer a way to walk away, literally, from the crowds and see the wonders of the snowy forest, notes a recent article in Foothills magazine, published by Gold Country Media. The article outlines how to get started in the newly popular sport. What's needed, it advises, are snowshoes, a good pair of after-ski type boots, and poles. It's best to dress in layers, in clothes made of synthetic fabrics: long johns, gortex pants, a fleece shirt or vest, and a wind layer. Safety is important, the article emphasizes, so snowshoers should be aware of avalanche dangers, choose safe, flat trails, and carry a compass and cell phone. Many miles of trails are located near Foresthill and at North Tahoe, and shops that rent ski equipment can advise about the best snowshoeing locations. For more, visit [Foothills Magazine](#), [SNO-PARKS](#) or the [California Welcome Center Auburn](#).

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Nature, History Alive in Auburn

Nestled in the base of the foothills lies the city of Auburn. The city is located halfway between the Pacific Ocean and Lake Tahoe, and although thousands of travelers use it as a pit stop, there is much more to the old Gold Rush town than fast food outlets. Nowhere can you find a town so seeped in history yet imbued with such a sense of community, civic leaders say. Auburn provides everything residents could want, from delightful neighborhoods in beautiful natural surroundings to a world-class symphony. Visitors can feel Auburn's community spirit at events such as the Auburn Art Walk, Mountain Mandarin Festival, Farm & Barn Festival, Community Thanksgiving Dinner, and Festival of Lights Parade. Weekly gathering places include the Foothills Farmers Market and the Placer County Courthouse. Docent guides regularly conduct history tours from the courthouse all around Old Town. And of course, many hiking, biking, or riding trails mark the nearby American River Canyon in the town that is considered the Endurance Capital of the World. For more, visit [Foothills Magazine](#), the [California Welcome Center Auburn](#) or the [Auburn Area Chamber of Commerce](#).

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Cabos Caters to Granite Bay Community

A chef for 36 years, Ezequiel Rodriguez is the owner of Cabos in Granite Bay, a Mexican-style, family restaurant that offers an extensive variety of Mexican seafood entrees. Calamari Costa Brava, one of the restaurant's most requested items, features filet of squid prepared abalone-style in white wine, lemon and garlic. Another popular dish is Camarónes Rancheros, featuring shrimp sautéed in butter, wine, garlic, shallots, roasted tomatoes, green onions, mushrooms, and fresh basil. Before getting into Mexican-style cooking, Rodriguez was a chef for a French restaurant, and earlier he worked 16 years for a seafood business. All meals prepared at Cabos feature top quality ingredients and products, notes Rodriguez, who makes all the restaurant's sauces daily. For more, visit the [Granite Bay Press Tribune](#).

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Placer County Offers Training Classes

Organizational Development, a division of the Placer County Executive Office, offers cutting-edge training and development classes. These skill-based classes are focused on enhancing county employees' knowledge and productivity but would also benefit employees of local businesses and public agencies. Classes that are taught by subject-matter experts for a reasonable cost. To see the full range of class offerings, visit the [Catalog of Services](#). To register, contact Organizational Development at (530) 886-5270. For other programs offered by this department, visit [ODD](#).

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Granite Bay Deli Owner Doubles Size of Chain

Beach Hut LLC, a Granite Bay deli franchise founded by a businessman who was too young for Togo's, is doubling its size from five locations to 11. Beach Hut dates to 1981 when Troy Feist, then 19, opened a Beachouse Deli near the entrance to Folsom Lake. He had wanted to open a franchised Togo's, but the company wouldn't take him seriously. So he started his own shop. He chose a beach theme, used surfboards as tables, made monster-sized sandwiches, and eventually started serving microbrew and domestic beers. By 1988, he moved to another location in Granite Bay and sales started taking off. The company started franchising in March 2003. The franchised locations so far are in Rocklin, Folsom, Auburn, and Sacramento. New locations are slated for Roseville, west Roseville, El Dorado Hills, Lincoln, Reno, and midtown Sacramento. For more, visit the [**Sacramento Business Journal**](#).

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New Gourmet Deli & Market for Lincoln

Gourmet is the watchword at a new market and deli in Lincoln scheduled to open at the end of February. The Pantry, at 1500 Del Webb Blvd., Suite 105, offers gourmet meats and cheeses, sandwiches, salads, hot foods, and desserts in the deli. The market is stocked with all gourmet items, said store manager Rayne Gonzalez, including beer and a good selection of wines from local wineries. Before opening, The Pantry conducted an online survey asking potential customers what they wanted to see at the new store. Gonzalez said the survey showed that people were excited about being able to find gourmet items close by without having to travel to Sacramento. At opening, The Pantry had two employees, but will be soon be hiring up to five more. For more, call (916) 543-0782 or visit [The Pantry](#).

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Rubber Bark Covers New Ground

A new company, The One Cover Source in Loomis, sells rubber bark made from recycled tire sidewalls manufactured in Turlock. One Cover Source owner Barbara Mirabella said that rubber bark installation in children's play yards helps reduce injuries. And that compared to the wood variety, rubber bark has no splinters and doesn't decay, sink into the ground, feed or house insects. It is safe for flowers, plants, and pets, she said. At One Cover Source, Mirabella carries six different colors including several earth tones as well as designer colors. Rubber bark can be purchased at Rocklin Rock in Rocklin and Sierra Pipe in Auburn. For more, visit [The One Cover Source](#) or the [Auburn Journal](#).

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Jimboy's Planning Aggressive Growth for 2005

Local Mexican-food chain Jimboy's Tacos plans to open nine new restaurants in the new year -- seven in the area, two in Las Vegas -- including one that represents a new concept. The growth is expected to expand the Roseville company, formally known as Jimboy's

Marketing Inc., by more than 20% in 2005. The firm now has 40 shops. The new restaurants will open in Davis, Linda (near Marysville), Sutter Creek, Manteca, North Natomas, and Grass Valley. All but one will be franchises, with the lone corporate-owned restaurant serving as a training kitchen. That site, to be built in a Roseville strip mall on Douglas Blvd., will also sport a scaled-down operation called Jimboy's Taco Pronto, with a menu consisting of tacos and burritos only. The company plans to open six to eight restaurants every year starting in 2006. For more, visit the [Sacramento Business Journal](#) or [Jimboy's](#).

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Auburn Photo Shop Celebrates 60 years of Business

Three succeeding generations have kept Lee Photo in business for 60 years, a milestone the family is celebrating this year. Howard Lee bought the business in 1945, and in 1962 moved it to its current location at 819 Lincoln Way, downtown Auburn. In 1972, Lee's son, Byron, purchased the store and ran it until 2004 when his son, Jason, bought it. Lee Photo specializes in Canon photographic equipment, digital photographic systems, copywork, and restoration including framing, custom black and white printing services, and wedding and portrait photography. The shop has a full digital lab and has expanded inventory into inkjet printers and paper. These days, the store is truly a family affair. Jason Lee, his wife Erin, and Jason's parents, Corinne and Byron -- who does a lot of the darkroom work -- all contribute. Lee Camera will hold an Open House on April 14, 6 - 8 p.m. Through April 13, customers who make a purchase of \$60 or more will receive a ticket for an Open House drawing. For more, visit the [Auburn Journal](#).

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SARTA Local Tech Index Shows Gains

The market value of regional tech companies rose by 24% year-over-year in the third quarter, according to the Sacramento Area Regional Technology Alliance's latest index released in late last year. SARTA, a three-year-old public/private partnership, reported healthy third-quarter gains compared to a year ago in revenue, employee count, and public-market capitalization, countered partly by a 24.3% slide to \$42.1 million in year-to-date equity financing for private companies. SARTA uses a proprietary formula to pull together quarterly numbers on revenue, funding, and employees of 50 technology and life-

science companies in a nine-county area centered on Sacramento. The index, which is being franchised to Dallas and other U.S. markets, is aimed at luring venture capital to Greater Sacramento. For more, visit the [Sacramento Business Journal](#) or [SARTA](#).

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More Direct Flights from Southern Cal to Tahoe Introduced

It's a nonstop hop, skip, and jump to Lake Tahoe for Southern Californians since more direct flights were recently introduced. In December, Aloha Airlines introduced a daily nonstop flight from Burbank to Reno/Tahoe International Airport. Aloha Airlines has also added a daily nonstop flight from San Diego. Aloha added a daily flight from Orange County last year. Alaska Airlines now has three daily nonstop flights from LAX to Reno/Tahoe. United Airlines has new Friday and Saturday flights out of LAX to Reno. Southwest Airlines, the largest carrier out of Reno/Tahoe, offers three daily nonstop flights and seven daily direct flights to and from Southern California. North Lake Tahoe is located about 45 minutes from Reno/Tahoe International Airport. For more, visit the [North Lake Tahoe Resort Association](#).

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Placer Valley Chosen as Brand Name for South Placer County

After extensive research and study, the Business Improvement District (BID), located in South Placer County, selected Placer Valley as the new brand name for the destination it was created to market. The process began when California TravelWorks, a tourism-marketing firm, was hired last spring to develop and implement a strategic plan to market Roseville, Rocklin, Lincoln, and environs as a desirable visitor destination. Central to the plan was the creation and development of a brand name, marketing tagline, and logo. Placer Valley, it was decided, is a natural fit, conveying a sense of place -- a place for enjoyment, recreation, relaxation, and fun. The new slogan, Placer Valley, Come Out and Play, will be featured in various marketing tools, said Jonelle Norton, CEO of Placer Valley Tourism. The Placer Valley Tourism office is located at 300 Harding Blvd., Suite 109, in Roseville. For more, visit [Placer Valley Tourism](#) or contact [Jonelle Norton](#).

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Dutch Flat Hotel Begins New Tradition, Hosts Musical Events

Sussy and Tom Flanigan, owners of the Dutch Flat Hotel, invited the community to join them by their fireside for a holiday celebration in December. More than 50 people attended the open house party in the fully decorated hotel. Refreshments were served, and entertainment provided, including a performance by Sussy Flanigan, a professional opera singer for Bay Area special events. The Flanigans have preserved and redecorated the 1852 building, and last July reopened it as a bed and breakfast inn. The hotel is hosting two events in March: An Evening with Magician Greg Wilson, March 8; and the Debbie McClatchy Bluegrass Concert, 6 - 9 p.m., March 19. For reservations, call 800-836-3500. For more, visit the [Dutch Flat Hotel](#) or the [Colfax Record](#).

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Strawberry Festival Wins Seven Event Awards

The 2004 Placer County Strawberry Festival won seven Pinnacle Awards at the International Festival and Event Association (IFEA) Conference, held late last year in Boston. Entries from the festival competed with events held across the U.S. and the globe. The festival received first place honors in Color Ad, New Sponsorship Program, Sponsor Follow-up Report, and Event Pin. Second place honors were awarded for Best Newspaper Supplement, Single Magazine Display Ad, and Ad Series. Many of the print marketing honors were featured in publications produced by festival sponsor the Sacramento Bee. The 15th annual Placer County Strawberry Festival will be held April 15 -17 at the Placer County Fairgrounds, in Roseville. For more, visit the [Placer County Strawberry Festival](#) or the [International Festival and Events Association](#).

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Placer County Videos Available on OED's Web Site

Viewers can see for themselves why so many people find Placer County a wonderful place to live, work, and play by watching short, streaming videos on 18 Placer County subjects at the county's Office of Economic Development Web site. Each major town in the county is covered on video -- Roseville, Rocklin, Loomis, Lincoln, Auburn, and Colfax. Other video offerings include educational, entertainment, and recreation

resources; exploring the valley, Gold Country, and High Country; Lake Tahoe resources, children's resources, and Placer's High Tech Corridor. To play a video, visitors to the site will need the free RealPlayer software installed on their computers, which they can download at the site. To access the videos, go to the [Placer County Office of Economic Development](#).

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Agilent customers around the world. Based in Palo Alto, Agilent is the world's leading supplier of electronic test and measurement products. Agilent maintains an office complex in Roseville, where it employs 460 people. For more, visit [Miltenyi Biotec](#) or [Agilent Technologies](#).

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Local Wine & Spirits Outlet Offers Weekly Wine Tastings

Lakeside Beverages, in Granite Bay, specializes in rare and hard to find wine and spirits. Lakeside Beverages holds weekly tastings of wine from renowned wineries from around the world, held Friday and Saturday, 5 – 9 p.m. Lakeside's owners taste and evaluate each wine for quality and value, with a knowledgeable staff to assist customers in choosing the perfect wines for their needs. For more, visit [Lakeside Beverages](#).

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DynESCO Caters to Smaller Electronics Products Manufacturers

A privately-held Roseville company, DynESCO provides all phases of electronic product manufacturing, from design and engineering assistance to material procurement, staging, assembly, testing, packaging, and shipping. DynESCO's customers are those smaller and medium-sized OEM electronics products manufacturers that rely heavily on the outsourcing of many aspects of their electronics assembly functions. In Roseville for 15 years, the company has been at its Plumber Way location for the last five years. DynESCO has 10 employees, all professionals in their respective fields. For more, visit [DynESCO](#).

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International DisplayWorks Closes Purchase of Chinese Company

International DisplayWorks, a designer and manufacturer of high-quality liquid crystal displays (LCDs), modules, and assemblies, announced in April it had closed the purchase of the outstanding stock of Three Five System's manufacturing facility and business in Beijing, China. The acquisition, notes a company press release, is expected to expand the company's existing product portfolio for mobile devices, provide access to new customers, including Fortune 500 companies, and increase revenue production capacity by about 35 percent to \$700 million overall. IDW operates 466,000 square feet of manufacturing facilities in the People's Republic of China and employs about 2,900 people. The company's local sales office is located in Roseville at 1613 Santa Clara Drive. For more, visit [International DisplayWorks](#).

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Small Lincoln Company Offers Tech Help

Ulbrich Technologies, a fairly new Lincoln company with two employees, helps businesses large and small with IT projects. The company's list of services includes HP Openview consulting, Unix system design and engineering, system and network monitoring consulting, software/systems integration consulting, security (network/system), and wireless networking. Ulbrich's Web site notes that the company's 'experienced experts are capable of making any IT project work.' The Web site also offers an IT Resource Center page. The company has been in Lincoln for two and a half years. For more, visit [Ulbrich Technologies](#) or [email](#).

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Tully Wihr and GKM Enjoy Long History of Success

Many Colfax residents consider them one business, but Tully-Wihr and GKM are two distinct enterprises. GKM is a wholesale manufacturer of business forms and supplies, and Tully-Wihr is a distributor and reseller of those products. Tully-Wihr is just one of many on GKM's client list spanning Northern California and Nevada. In the early 1970s, two Tully-Wihr salesmen purchased the company and launched GKM in Auburn with another partner. In 1984, the company relocated to Colfax, and today both companies are located in the same industrial complex on Whitcomb Avenue. Together they employ 120 people. Tully-Wihr and GKM offer help to many Colfax groups, one of their favorites being Colfax High School. For more visit the [Colfax Record](#) or [Tully-Wihr](#).

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Tahoe Mall Spruces up for Summer

Windows are being washed and market umbrellas infurled in preparation for the summer season at Boatworks Mall in Tahoe City. The bright, two-story wood shopping center, facing out onto Lake Tahoe, features 20 shops and restaurants arranged around a center, open, skylighted garden space. Fronted by lawn and flanked by trees and shrubs, the mall is home to shops offering home decorating accessories, clothing, shoes, jewelry, wine, chocolates, and games; a bookstore, an art gallery, a hair salon, and two restaurants – [Hacienda Del Lago](#) and [Jake's](#). Jake's offers outdoor dining on its wide lakeside front deck. Boatworks Mall is open 10 a.m. – 6 p.m. Monday-Thursday; 10 a.m. – 9 p.m. Friday & Saturday. For more, visit [Boatworks Mall](#) or contact Patricia McNamara at (530) 583-1488.

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Federal Technology Center Offers Free Classes

In May and June, the Federal Technology Center is presenting free seminars at various locations throughout the area. On May 24: Contracting with Community Colleges

featuring Los Rios Community College District. May 26: Contracting with the City of Sacramento. June 1: Small Disadvantaged Business Certification & 8 (a) Program. June 15 & 28: Introduction to Federal Contracting. June 16: E-Commerce for Government Contracting. These are only a few of the many FTC classes available. The FTC is a not-for-profit benefit corporation that teaches small businesses how to successfully compete for government contracts. For more, visit The [FTC](#) or contact [Jack Toney](#).

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PG&E Offers Rebates for Natural Gas Products

Starting in January, PG&E began offering nearly \$8 million in funding for energy-efficient appliances and equipment for residential and business customers. Rebates and incentives for natural gas products and measures are offered in five different programs for families and businesses. The programs are expected to save 8.7 million therms of natural gas, representing a 40% increase in energy-saving goals for California this year. For more, visit [Pacific Gas and Electric Company](#).

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Auburn Art Walk Season Opens

Visual art in many forms filled more than 30 venues at the Auburn Art Walk's season opener on April 14. Held on second Thursdays four months of the year, Auburn Art Walk stretches from Downtown to Old Town Auburn and takes in several other venues around the town. Paintings, sculptures, ceramics, jewelry, stained glass, metalwork, photography, and much more adorn shops, businesses, and offices along the route. Live music is performed at several locations on the walk, and most venues offer free refreshments. A free shuttle bus transports art walkers from place to place. Many artists are on hand on Art Walk evenings to demonstrate and talk about their work. Auburn Art Walks are presented by the Arts Council of Placer County. The last three walks are scheduled for June 9, August 11, and October 13. Brochures are available at the arts council office, 808 Lincoln Way, Auburn. For more information contact [Arts Council](#) or call the Arts Council of Placer County at (530) 885-5670.

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SBA Loans Available for Small Firms Indirectly Hit by Drought

Low-interest disaster loans are available for small businesses in almost all of California, along with a big portion of Nevada, if they were indirectly affected by drought, the Sacramento regional office of the U.S. Small Business Administration announced early in the year. The SBA office said that small firms in 53 of the state's 58 counties, including Sacramento, Yolo, Placer, and El Dorado, are eligible if they suffered economic losses because of reduced revenue to farmers and ranchers in two dozen counties including Yolo, due to the drought starting January 1, 2004. Small businesses may qualify for economic injury disaster loans of up to \$1.5 million to meet financial obligations and operating expenses which could have been met if the drought had not occurred. The deadline to apply for such a loan is September 19, 2005. For more, visit the [Sacramento Business Journal](#) or the [U.S. Small Business Administration](#).

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'Changing Placer' Exhibit Showing at Williams & Paddon Architects

The Roseville Arts! exhibit called 'The Changing Face of Placer County' is showing at the 2237 Gallery at Williams & Paddon Architects, in Roseville, through June 29. Artists' photographs, paintings, and original Williams & Paddon architectural renderings documenting the changing face of Placer County make up the exhibit, which closed May 14 at William Jessup University, in Rocklin. Featured artists include photographers James Hirschinger, Virginia Edwards, Natalie Stewart, and Gene Kennedy; painters Victoria Brooks, Joe Strickland, Diane Ruhkala Bell, Mya Louw, Imi Lehmbruck-Hirschinger, Reif Erickson, Margot Comer, Gayle Rappaport Weiland, Karen Fulk, and Patty Pieropan Dong. The show is open to the public Monday through Friday, 7 a.m. to 6 p.m. at 2237 Douglas Blvd. Roseville Arts! has found a temporary administrative home at Roseville's NEC Electronics while its new, permanent home is being built in downtown Roseville. For more, visit [Roseville Arts!](#) or [Williams & Paddon Architects](#).

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Cornish & Carey Commercial Real Estate Expands to Roseville

Cornish & Carey Commercial Real Estate has opened a new office at 3009 Douglas Blvd. in Roseville. Cornish & Carey is a full-service commercial real estate brokerage firm that employs more than 250 agents and professional staff in nine Northern California offices. The company was established in Palo Alto in 1935 by two young Stanford grads, Herb Cornish and Pat Carey. Carey opened the Sacramento office in 1985. In its new Roseville office, Cornish & Carey has already filled its 'starter set' of six cubicles with a combination of two C&C investment veterans transferring from the Bay Area, two agents transferring from Sacramento, and two new hires. Managing partner John Frisch says he expects the office to expand to 12-15 agents by mid-2006 and is already looking for expansion space. For more, visit [Cornish & Carey Commercial Real Estate](#) or contact [John Frisch](#).

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Alliance Tech & Healthcare Firm Relocates to Rocklin

In January, the combined businesses of Alliance Computer Technologies and Alliance Healthcare Solutions, Inc. relocated to Rocklin after 20 years in its Citrus Heights location. Alliance has enjoyed double-digit growth for the past five years, and was in need of a larger facility to house its 40 employees. Alliance Computer Technologies, Inc. assists clients to plan, design, procure, implement, and optimize their computer networks. As a GE Healthcare partner, Alliance Healthcare Solutions provides the best-of-class software in both electronic medical records and practice management systems to independent physician and physician groups in California and Northern Nevada. Alliance's technology solutions enable clients to integrate clinical and financial data, thus helping them to reduce expenses and improve patient care. The Rocklin office is at 2543 Warren Drive. For more, visit [Alliance Computer Technologies](#) and [Alliance Healthcare Solutions, Inc.](#).

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Kaiser Breaks Ground for Lincoln Medical Center

A new Kaiser medical center is scheduled to open in Lincoln in the fall of 2006. Groundbreaking for the \$37 million medical office building was held last month at the site, near the intersection of Twelve Bridges and Hwy. 65. The center will be staffed by 32 physicians and 128 employees. Services offered will include a pharmacy, adult medicine, women's health, ophthalmology, optometry, sales, pediatrics, radiology, and lab services. A Kaiser official noted that about 40% of Lincoln residents are members of Kaiser Permanente -- more than 10,000 -- a number expected to climb to more than 13,000 by 2010. The center will also serve 23,000 members residing in neighboring communities. The two-story, 75,000-square-foot building, to be located at 1900 Dresden Drive will be constructed with environmental-friendly building materials. For more, visit the [Lincoln News Messenger](#) or visit [Kaiser Permanente](#) to learn more about their organization.

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Brothers Work Together at Sibling Systems Software Design Company

Six years ago, brothers Brad and Scott Suchomel started a computer software-writing company in the foothills called Sibling Systems. As a partner with Microsoft, the two have worked with clients all over the western U.S., upgrading information systems and writing company software, among other projects. Their latest project has been their biggest and most challenging, the brothers say. It involves creating a database for Brasher's Auto Auction, a wholesale auto dealer in Salt Lake City that consolidates the inventory of seven western U.S. auctions into a single Web site. The advantages of working together, the Suchomels say, are implicit trust, a casual work atmosphere, and an absence of company politics. The brothers are both married and have three children each. They live near each other in the foothills. For more, visit the [Loomis News](#) or [Sibling Systems](#).

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Owners Celebrate 33 Years at Historic Monte Vista Inn

This month, John and Abby Wardwell are celebrating 33 years as owners and proprietors

of the historic Monte Vista Inn in Dutch Flat. Their daughters Holland and Alison work with them in the restaurant and bar that is open nightly from 5 p.m. Built in 1929 by local craftsmen using indigenous timber and stone, the Monte Vista was designed as a road house offering food and lodging to those traveling old Highway 40. Many such establishments failed when I-80 was built in the 1950s, but the Monte Vista survived because of its nearness to the new freeway. Over the years, lodging at the inn was phased out and the focus shifted to food, beverage, and fun. When they became involved, in 1972, the Wardell's embarked on a long-range plan to restore the basic structure and charm of the old mountain house restaurant. In 1984, they doubled the size of the dining area and enlarged and modernized the kitchen -- all with the goal of making the inn into a fine dining restaurant. The Monte Vista offers rotating specials of exotic game and fresh seafood. Customers include a strong local following, Holland Wardwell says, and new people off the freeway who become 'lifers.' The inn employs 15 people. For more, visit the [Monte Vista Inn](#) or contact [Holland Wardwell](#).

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Registration Open for Free July Federal Technology Center Seminars

The Federal Technology Center (FTC) is a not-for-profit benefit corporation that teaches small businesses how to successfully compete for government contracts. In July, the FTC is presenting three free seminars in the area. July 14, 9 a.m. to 12 noon: Responding to Requests for Proposal (RFPs) at the Elk Grove Chamber of Commerce at 9280 West Stockton Blvd., Suite 104 in Elk Grove. July 25, 1 to 4 p.m.: Hands on GSA Workshop -- Featuring the MOBIS GSA Schedule at the Greater Sacramento Small Business Development Center at 1410 Ethan Way in Sacramento. July 27, 9 a.m. to 12 noon, Responding to Requests for Proposal (RFPs) at the Roseville Gateway Campus at 333 Sunrise Avenue, Room 202 in Roseville. The FTC in North Highlands recently received the Outstanding Center Award presented annually by the Association of Procurement Technical Assistance Centers. Register online for FTC classes at the [FTC](#) or call (916) 334-9388. For more information, contact [Jack Toney](#).

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World Trade Center Adds International Visitors Council

Expanding its role in providing international connections, the Northern California World

Trade Center now operates an international visitors council. Recently, the NCWTC added as a division the Sacramento Council for International Visitors, founded in 1960, and renamed it the Northern California International Visitors Council. The IVC works on behalf of the U.S. Department of State, which hosts government officials and others through its Bureau of Cultural Affairs International Leadership Program. Through the IVC program, leaders and upcoming leaders in countries around the world are invited to tour the United States and learn about the nation's industry, agriculture, education and citizens. To date this year, the IVC has hosted more than 70 people, and in 2004 assisted 225 international visitors. A membership organization, the IVC invites residents interested in hosting or meeting with international visitors to join; dues are \$50 per year. For more about the International Visitors Council, visit the [Northern California World Trade Center](#) or [NCWTC](#) or contact [IVC](#).

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Placer-Lake Tahoe Film Office Punches Up Productivity

The first six months of 2005 proved to be the busiest ever for county's film office. Commercials, catalog, and still photography shoots, some from overseas (Belgium, Canada, Russia, England) have filled the office's schedule. In addition to shooting great locations for their various media campaigns, noted Placer-Lake Tahoe Film Office director Beverly Lewis, many production crews have expressed a keen interest in coming back for future vacations, giving Placer County a second, and cost-effective, opportunity to attract visitors to our area. Lewis is the Secretary-Treasurer of a new non-profit group called Film Liaisons in California Statewide (FLICS) formed to improve marketing opportunities and exposure for all the state's film offices. Her office, Lewis said, has been successfully positioning the various looks of Placer County to match other parts of the world, and selling the fact that, at certain times of the year, the county can be shot for all four seasons on the same weekend. For more, visit the [Placer-Lake Tahoe Film Office](#) or contact [Director Lewis](#).

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County's Agriculture Focus of Fall Events

Several agri-tourism events coming this fall aim to acquaint residents and visitors with Placer County's rich agricultural heritage and its bounty of agricultural products. In

September (date TBA), a Slow Food event will be held in Downtown Auburn. The county's new Slow Food chapter joins more than 130 other chapters across the country in promoting stewardship of the land and ecologically sound food production, and encouraging regional, seasonal, culinary traditions. The September event will feature foods grown in Placer County. The Placer Farm & Barn Tour, Oct. 9, 10 a.m. - 4 p.m., includes the AGROart competition, a cornucopia of PlacerGROWN products, a winery visit, and a tour of working farms and ranches. The Mandarin Festival, October 19, celebrates the county's mandarin harvest and all Placer products made from mandarins. On the Mountain Mandarin Tour, Oct. 19 - Dec. 31, visitors can meet growers on their ranches and buy mandarins directly. For more, visit the [California Welcome Center Auburn](#) or the [Placer Farm and Barn Festival](#) or the [Mountain Mandarin Festival](#) or [PlacerGROWN](#).

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PG&E Offers Additional Rebate

The California Public Utilities Commission approved an additional \$8 million in funding for PG&E customers beginning in 2005. PG&E's Savings By Design (SBD) program helps customers take advantage of this new funding. SBD is a program for commercial, industrial, and agricultural customers that encourages energy-efficient building design and construction. The program offers building owners and their design teams a variety of services: design assistance, owner incentives, design team incentives. The SBD savings are available until Dec. 31, 2005 or until funds are depleted. For details, success stories, and related information, visit [PG&E](#) or contact [Mary Post](#) or call (916) 386-5008.

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development ([OED](#)) or visit the OED [Web](#) site. For past In Progress

Online newsletters, go to Placer County [Biz News](#).

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>From Hobbyist to Electronics Entrepreneur

As a high school senior, Chip Gracey, a founder of Parallax Inc., a thriving Rocklin-based electronics company, was running a small electronics business from his bedroom. Soon after graduation, in 1986, he and his friend Lance Walley started Parallax from their apartment. Their first products included sound digitizers and programming hardware for the Apple II. In 1990, Parallax released Microchip's first 3rd party PIC Programmer, sold to Microchip. A subsequent revision sold 12,000 units over the next six years. In 1992, the company released a BASIC Stamp module, a small computer allows ordinary people to program a microcontroller for the first time and make it easy to connect to other electronic components. Users included everyone from scientists and hobbyists to entrepreneurs. By the end of 1998, Parallax had sold more than 125,000 of the modules. By 2002, there were more than three million BASIC Stamp microcontrollers in use. For more, visit [Parallax, Inc.](#).

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Agilent to Acquire Scientific Software

Agilent Technologies Inc. and privately held Scientific Software Inc. recently signed an agreement for Agilent to buy SSI, which makes scientific software for data management. Jim Miller, director of software for the life sciences and chemical analysis business at Agilent of Palo Alto, said that the combined product portfolios would enable customers to unify their lab needs with one software application. Agilent, a Hewlett-Packard Co. spinoff, employs about 450 people in Roseville. Agilent said the merger would give it a particular strength in chromatographic data software. SSI had sales of more than \$18 million in 2004. The Pleasanton company employs about 80 people, most of whom are expected to take jobs at Agilent. For more, visit the [Sacramento Business Journal](#) or [Agilent Technologies](#).

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New Sierra College Program Trains in Electronics/Mechanics

With its new program called Mechatronics, Sierra College is looking to become the area's leader in educating the newest crop of electricians-mechanics. Mechatronics provides training in repairing hybrid and electric vehicles, slot machines, ATM machines, medical monitors, and more. Sierra touts Mechatronics as a growing field offering hands-on work and high-paying job opportunities. Mechatronics classes include Science of Electronics, Fundamentals of Mechatronics, Fundamentals of Computer Integrated Electronics, Mechatronics Systems, Fabrication Techniques, Mechatronics Processes and Materials, and Micro-processor based systems. Mechatronics is funded by a \$600,000 grant from the California Community College chancellor's office. Another \$600,000 is being donated to the program from local corporations including Thunder Valley Casino, Affymetrix, Diabold, and Intel, among others. Sierra is in the process of forming an articulation agreement with Sacramento State so that Mechatronics majors can transfer easily. For more, visit the [Placer Herald](#) or [Sierra College Economic Development](#) or [Wikipedia](#).

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Full-service Day Spa Opens in Lincoln

For years, Kathy Gienger had dreamed of opening a day spa, so when she moved from Natomas to Lincoln and couldn't find the spa services she wanted, she decided to fulfill her dream. On June 21, Kathy opened Lincoln Day Spa, a full-service business offering hair care, manicures, pedicures, massage, and several kinds of skin therapy. Kathy has a degree in exercise physiology and previously worked in the diet and exercise industry. The new spa's equipment, such as glass bowls for pedicures, is beautiful and state-of-the-art. She also offers the latest in 'Hydro' Facials and Anti-Aging Peels.' Facilities include locker rooms, steam rooms, and a sitting room where clients can relax with a cool or hot drink. Kathy's goal is to make sure every client receives VIP treatment. For more, visit [Lincoln Day Spa](#) or email [Kathy Gienger](#).

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Local Company Unveils Yacht Services Web Site

YachtShare.com provides boating enthusiasts with one of the world's largest online marketplaces for buying and selling yachts and boats, said Robert Seaton, president of Business Ventures Group LP of Auburn, which developed and distributed the site along with YachtShare.com. Billed as the fastest-growing new yachting e-commerce site, YachtShare.com offers low-cost national and international advertising both online and to local newspapers. The site, Seaton said, is the yachting industry's newest portal for millions of dollars worth of yachts, boats, charters, fractional ownership, timeshare, and marine services and supplies. In the last year, he noted, YachtShare.com has released state-of-the-art, cost-effective Internet solutions to assist yacht owners, brokers, dealers, charters, and builders in locating, purchasing, selling, and servicing their inventory within YachtShare.com's Marine Multiple Listing Service. Currently, the site records over 20,000 hits per day. For more, visit [YachtShare.com](#) or contact [Robert Seaton](#).

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Wolfdale's Restaurant in Tahoe City Draws Acclaim

Wolfdale's and chef Douglas Dale have received much acclaim from food critics locally and nationally, and have received many awards, including, on several occasions, three-star ratings (the highest) from the San Francisco Chronicle's food critics. The restaurant

and Douglas have been featured on the PBS series “Great Chefs of the West.” Douglas studied cooking in Japan under Japanese chefs and under Chef Hirshi Hayashi of the Seventh Inn, Boston. He returns to Japan to continue study with Chef Hideko Massura. The menu at Wolfdale's changes often, but appetizers might include Tuna Sashimi with ginger, arame, and wasabi; salads, Warm Goat Cheese and Argula Salad with Asian pears and caramelized walnuts; entrées, Pad Thai, stir fry of prawns, smoked chicken, cashews, tofu, onions, and rice stick noodles; desserts, Tahitian Vanilla Bean Crème Brulee. Wolfdale's has been honored by 'Wine Spectator' magazine for having one of the world's most outstanding restaurant wine lists. Garden wine tastings are held at the restaurant on Mondays, 4 to 6 p.m. during July and August. Wolfdale's is located lakeside at 640 North Lake Blvd., Tahoe City. For more, visit [Wolfdale's](#).

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Federal Technology Center Offers Free Seminars

The Federal Technology Center (FTC) is a not-for-profit benefit corporation that teaches small businesses how to successfully compete for government contracts. Summer seminars are as follows. July 19: Introduction to Federal Contracting, 1 to 4 p.m., at Sierra College in Truckee. July 25, 1 to 4 p.m.: Hands on GSA Workshop -- Featuring the MOBIS GSA Schedule, at the Greater Sacramento Small Business Development Center. July 26, 9 a.m. to noon: Doing Business with the General Services Administration, Mather Business Center. July 27, 9 a.m. to 12 noon: Responding to Requests for Proposal (RFPS) at Sierra College Roseville Gateway. To register online, go to [FTC classes](#) or call (916) 334-9388. For more information, e-mail [Jack Toney](#).

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CWC Auburn Offers Online Bookings, 2005 Visitors Guide

One of eleven official California Welcome Centers (CWC), Placer County Visitors Center in Auburn assists residents, visitors, and travelers in all aspects of local, regional, or California touring. And now the center offers California Online Travel Center, safe and secure real-time travel services that include online booking accommodations for hotels, condos, and vacation home rentals. Also, copies of the 2005 Placer County Visitors Guide featuring “109 Things to do in Placer County” can be reserved by calling (530) 887-2111. This year's guide will be highlighted at Placer County's exhibit at the California State

Fair, August 12 through September 5. Volunteers are needed to staff the exhibit with free fair admission offered for each two-hour shift and a parking pass for each four-hour shift. If interested, call (530) 886-5270. For more, visit [CWC Auburn](#).

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Robert Conrad to Appear at Auburn Fundraiser

Backers of a performing arts center in Auburn will present 'An Evening with Robert Conrad in Conversation with NEWS 10's Jennifer Smith' on August 27, 8 p.m., at Placer High School Auditorium. The event is a fundraiser for Auburn Placer Performing Arts Committee (APPAC), the group that aims to restore Auburn's historic Old State Theater into a modern performing arts center. A TV and movie actor, director, and producer, Conrad is best known for his roles in the TV series "Wild Wild West" and "Baa Baa Black Sheep." At the "Evening With," Conrad will discuss his long, varied, successful career and share his philosophy. The actor is known for being outgoing and outspoken. Tickets are \$25 each. Event sponsors will attend Conrad's red carpet reception at 6 p.m. on August 27, at the Old State Theater. For sponsorship information, call David Mackenroth at (530) 889-1912. For tickets, call the Auburn Symphony office at (530) 823-6683. For more, visit the [Auburn Journal](#).

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Access to Alternative Medicine Increased

There's a new kind of doctor in California. Late in 2004, a new law came into effect that licenses Doctors of Naturopathic Medicine (ND) to practice as primary care doctors in California. Naturopathic doctors have been licensed to practice in a number of other states for many years. Naturopathic Medicine is a distinct health care discipline that integrates conventional medical scientific training and diagnostics with a therapeutic approach that uses a wide variety of proven natural therapies to treat disease and optimize health. Recently, Auburn became the home of the Four Rivers Naturopathic Clinic, the office of Doctors Sandro and Greta D'Amico. For more, visit [Four Rivers](#).

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County Executive Office Offers Training & Development Classes

Organizational Development, a division of the Placer County Executive Office, offers cutting-edge training and development classes. Focused on enhancing county employees' knowledge and productivity, the skills-based classes are also open to employees of public agencies and local businesses. Classes are taught by subject-matter experts at a reasonable cost. To see the full range of classes offered, visit the Placer County [Organizational Development](#) Division. To register for classes, call (530) 886-5270.

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development ([OED](#)) or visit the OED [Web](#) site. For past In Progress Online newsletters, go to Placer County [Biz News](#).

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Editor's Note: Correct date of this year's Mandarin Festival is Nov. 19 & 20. For more, visit the [Mandarin Festival](#).

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North Shore Resorts See Effects of Best Winter in Nine Years

The eight months of snow last winter helped local hotels and motels fill their beds, as evidenced by a spike in the second and third quarter Transient Occupancy Tax (TOT). The second quarter fiscal year (October to December 2004) was up more than 21% from last year to \$1.48 million, while third quarter (January to March 2005) figures were up nearly 13% to \$2.82 million. TOT is a 10% tax collected by lodging properties from overnight guests. The North Lake Tahoe Resort Association (NLTRA) receives 60% of the funds generated by TOT, which goes to infrastructure, transportation and marketing, said Andy Chapman, NLTRA tourism director. The remaining 40% goes into Placer County's general fund. To date, \$6.5 million has been raised from TOTs in the first, second, and third quarters. That is an 11% increase, or \$626,000, from last year. For more, visit the [Tahoe World](#) or the [North Lake Tahoe Resort Association](#).

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PRIDE Industries Receives California Governor's Award

PRIDE Industries, the Nation's largest employer of people with disabilities, was honored by the California Employer Advisory Council (CEAC) and the State Employment Development Department (EDD) for its efforts to create jobs for all Veterans. The Roseville-based nonprofit organization was one of nine employers to receive the 19th annual Governor's Veterans Employer of the Year Award. The award is presented annually by CEAC and EDD to employers who give top priority to hiring, training and promoting Veterans. PRIDE Industries, founded in 1966, employs more than 3,500, including more than 2,500 people with disabilities. Its employees work at military bases in California and across the country. For more, visit [PRIDE Industries](#)

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Rocklin's Savage Designer Cabinets Receives National Award

Rocklin-based cabinet maker and business owner Steve Savage has a new trophy on his mantel: a National award from Enkeboll Designs for a kitchen he crafted in Placer County. Enkeboll named Savage Cabinets 2005 Kitchen Designer of the Year. Savage, who opened Savage Designer Cabinets in 1984, creates custom cabinetry for new and remodeled homes. Most of Savage's work is done in the Capital Region, but the company's reputation has landed it work in the Bay Area, Southern California, Nevada, and Arizona. Leading trade magazines in the wood industry have run articles featuring Savage's work. Savage Designer Cabinets made the July cover of Wood Digest, and the company's work is showcased in various wood magazines in full-page California Door Company ads. Enkeboll, a national company based in Carson, CA, is a leading provider of architectural accents. For more, visit [Savage Designer Cabinets](#) or [Enkeboll Designs](#).

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Sierra Pacific Industries Upgrades Lincoln Mill Equipment

It may not be visible from the outside, but Sierra Pacific Industries has been investing

millions of dollars in capital infrastructure at its sawmill and cogeneration facilities over the past year, says SPI's Community Relation's Manager Mark Luster. More than \$15 million has been invested to upgrade SPI's cogeneration plant, which uses lumber byproducts to generate clean electricity, he says. Another \$3 million has been invested in technological advances at its Lincoln sawmill, including computerized scanning equipment. In fact, Luster notes, the Lincoln sawmill was the fourth-highest-producing sawmill in the country last year, according to Timber Processing magazine. As one of Placer County's largest employers -- supporting 350 family-wage jobs and an additional 350 indirect jobs -- SPI contributes about \$18 million in annual salaries. Through its non-profit foundation, SPI has contributed thousands of dollars over the past year to county charitable organizations. For more, visit [Sierra Pacific Industries](#) or contact [Mark Luster](#).

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Auburn Company Begins Shipping Disaster Ready External Hard Drive

A one-year-old Auburn company called ioSafe Corporation has begun shipping its revolutionary Disaster Ready Drive, an external hard drive packaged in a fire, flood, and theft resistant outer housing. This device, says the company, the only one like it on the market, creates an entirely new product category of disaster-ready computer storage devices. Combined with backup software and 24/7 disaster response team support, ioSafe offers a unique Disaster Plan in a Box solution for all critical business and personal data. All iosafe products are made in its Auburn factory. The company will soon be hiring manufacturing workers, managers, and office staff. For more, visit [ioSafe](#) or contact ioSafe [CEO](#) Robb Moore.

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Northstar-at-Tahoe to Host 2006 Snowboarding National Championship

The United States of America Snowboard Association (USASA) has announced it will host the 17th Annual USASA National Championship March 25 - April 1, 2006, at Northstar-at-Tahoe resort. The highly recognized event is expected to bring more than 1,300 athletes and their families and friends to the North Lake Tahoe region for a week of competition and festivities. Northstar has also placed a bid on hosting the USASA National Championship in 2007, potentially making this a two-year stay at the resort. Northstar-at-Tahoe is located off Highway 267, seven miles from Downtown Truckee.

For more, visit [Northstar](#) or [USASA](#).

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Three North Tahoe Arts & Crafts Festivals Set for August

The 31st annual Homewood Fine Arts and Crafts Festival, August 12-14, will bring together talented artists from throughout California and Nevada showing oil paintings, photography from far-off places, unique ceramics, whimsical jewelry, and more. On August 20 & 21, the 10th Annual Kings Beach Fine Arts Festival will include 40 professional artists displaying Zen- and Tao-inspired collages, oil paintings, glasswork, sculptures, stunning vessels, and more. Another festival at Homewood, August 26-28, will feature collectable arts and crafts in a variety of media including Victorian-inspired jewelry, bath and body products, and scenic paintings. For more, visit [Pacific Fine Arts](#) or contact (530) 525-2992 or (530) 546-9000.

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Tech Organizations Join to Offer Hands-On Workshops

The Sacramento Area Regional Technology Alliance (SARTA) and McClellan Technology Incubator (MTI) have joined forces to offer dynamic courses designed to strengthen entrepreneurs, executives, and young companies. The next series of classes will start in September. The first series, just ended, included courses in Cash Flow Forecasting, Business Negotiation, and Building Effective Top Management Teams. The courses are available to eligible startups in Placer County at a deep discount. For details, visit [MTI](#) or [SARTA](#).

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Tourism Web Site Lists 'Placer Valley' Sporting Events

Sporting events of all kinds happening in south Placer County are listed online at the new Placer Valley Web site. Listed for August, for instance, are girls' softball championships; soccer, basketball, and golf tournaments; and the Ironkids Bread Triathlon, August 27 &

28. The site notes that Placer Valley is an emerging sports destination offering all facilities needed for sporting events large or small. For more, visit [Placer Valley Sports & Recreation](#).

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SBA Creates Contracting Office to Help Service-Disabled Vets

The Small Business Administration has established an office that will help small businesses owned by service-disabled Veterans win more Federal contracts. The office will be headed by Teresa Lewis, an Air Force Veteran with more than 14 years of government contracting experience. President Bush issued an executive order last year giving agencies the authority to reserve contracts for these small businesses. Federal agencies are supposed to award 3% of their prime contract dollars to businesses owned by service-disabled Veterans. In fiscal 2003, however, they received only 0.21% of Federal contracts. For more information, visit the [SBA's Office of Federal Contract Assistance](#) for Veteran Business Owners or the [Sacramento Business Journal](#).

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Yearly Festivals Support Agriculture

In the 1920's Placer County was the 'Fruit Shipping Capitol of the World' shipping over 69 million tons of fruits and nuts from the county. Due to topography and weather, Placer County is famous for its unique high quality fruit: peaches, plums, nectarines, persimmons, kiwi, strawberries, and citrus. Rice and the nursery business are the two top agriculture products in Placer County followed closely by timber and the cattle business. Residents and visitors purchase locally grown in-season [PlacerGROWN](#) products at twelve weekly Foothill Farmers' Markets. To learn more about buying directly from growers and dates for future festivals, visit the [California Welcome Center - Auburn](#).

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development ([OED](#)) or visit the OED [Web](#) site. For past In Progress Online newsletters, go to Placer County [Biz News](#).

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Editor's Note: An Auburn Job Fair is set for October 12th from 10 a.m. to 3 p.m. at the Gold Country Fairgrounds. One hundred employers will participate. For more, visit the [Placer County Business Advantage Network](#) or contact Cindy Burris at (530) 889-4090 or [email](#).

Grant Funds Hwy 49 Upgrades Near Planned Auburn Plaza

Motorists will experience a wider Hwy 49 near the future site of a North Auburn shopping center thanks to a nearly \$2 million grant the county received from the state's Community Development Block Grant Program. The 74,300-square-foot shopping area known as 'The Plaza' will be on 10 acres north of Luther Road on Hwy. 49. Funding announced in June would pay for the installation of a traffic signal and creation of a four-leg intersection that will allow for turns into The Plaza. The grant will also pay for

widening and additional turn lanes on Hwy. 49. At least 58 new jobs will be created by the shopping center, another stipulation that qualified the county for the grant. County officials estimate that road improvements will begin within 12 months and the Plaza project within 12 to 18 months. For more, visit the [Auburn Journal](#).

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J4 Systems Receives Microsoft Award

J4 Systems of Roseville recently received the award for 2005 West Region Partner of the Year as a Microsoft U.S. Gold Certified Partner. The award is given for a yearly sales growth of 73%, services growth of 38%, and for participation in business development and marketing activities with Microsoft, including the Microsoft Across America van tour last year. Microsoft inaugurated the award in 2004 to acknowledge exceptional achievement by members of its Gold Certified Partner community. For over 11 years, J4 Systems has provided computer networking and development solutions to small, medium, and enterprise businesses in the Sacramento Region. Microsoft, J4 Systems partners with Citrix, Cisco and HP. J4 Systems with offices in Roseville. For more, visit [J4 Systems](#) or contact [Meghann McKinley](#).

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Rocklin Company Merging with East Coast Firm

A local company that uses the Internet to help deaf people communicate with hearing people is merging with a similar company on the East Coast, the two companies recently announced. The merger is a stock swap in which shareholders of Hands On, based in Rocklin, will receive shares of GoAmerica Inc.(NASDAQ: GOAM), based in New Jersey. Hands On provides a video relay service in which deaf callers sign their words through a Web-based video camera to an interpreter, who then translates into spoken word for the hearing person being called. GoAmerica offers a variety of wireless, relay and prepaid communications services, customized for people who are deaf, hard-of-hearing or speech impaired. Subject to shareholder approval, the deal is expected to close in the fourth quarter. For more, visit the [Sacramento Business Journal](#) or [Hands On Video Relay Service](#) or [Go America](#).

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Health & Wellness Center Opens in Lincoln

Jake, Eric and Stacie Hanson want their new business, Absolute Nutrition, to be known as a complete, one-stop nutrition center. Their goal, they say, is to educate the public, young and old. To do that, they offer free nutrition consultations and information about hundreds of health topics. 'Nutrition Healing,' the book Jake calls the nutrition Bible, is also available. The center carries a wide variety of vitamins, minerals, proteins, herbs, aloe juices and gels, oils, teas, sports and energy drinks, and more than 15 brands of bottled water. Absolute Nutrition is located at 825 S. Hwy. 65 in the Sterling Pointe Shopping Center. For more, visit [Absolute Nutrition](#) or the [Lincoln News Messenger](#).

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Consulting Firm Helps Potential Business, Franchise Owners

Entrepreneur's Source, a leading business and franchise consulting organization, helps people build careers. Entrepreneur's Source consultant Stephanie Craft, of Colfax, is a graduate of the E-Source Academy, which provides rigorous training in coaching, franchising and self-employment options. Craft has more than 10 years of experience in management and business development. She helps her clients explore the possibilities offered by self-employment and franchising. Courses offered by Entrepreneur's Source are Building the Entrepreneur in You, Fire Your Boss: Start Your Own Business, Designing and Equipping Your Home Office, Franchising Basics and Set Up a Wireless Home Network. For more, visit the [Entrepreneur's Source](#).

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PureTahoeNorth Web Site Covers Lake Events, Vacation Planning

A one-stop resource for North Lake Tahoe happenings is on the Web at PureTahoeNorth.com. Produced by the North Lake Tahoe Resort Association, the site contains links to vacation planning info, meeting facilities, wedding services, making reservations, media kits and events by month. To help visitors plan in advance, calendars on the site currently run through July 2006. For more, visit [PureTahoeNorth](#).

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Norcal World Trade Center Resources, Wins Award

NCWTC Organizes China Conference on Trade, Investment - More than \$2 billion in trade leads and project bid opportunities in China will be identified and presented by provincial government leaders and a trade delegation of 21 mayors and 120 Chinese businesses to the Hong Kong-Guangdong Business Conference USA, Oct. 14, at the San Francisco Hilton, an event organized by the Northern California World Trade Center. Admission and lunch is complimentary for the 9:30 a.m. to 3:30 p.m. conference. For more, visit [NCWTC](#) or the [Sacramento Metro Chamber](#) or contact [Cyndi Miller, Director of International Trade Programs](#).

World Trade Center Earns President's 'E' Award for Exporting Support - The Northern California World Trade Center has received the President's top export honor, the "E" Award for Export Service, in recognition of its achievements in supporting export growth in the region, the only award made to an export service organization in the U.S. this year. The presentation was made during the NCWTC's annual California Consular Corps Luncheon by Undersecretary Dr. Kathleen Cooper of the U.S. Department of Commerce. For more, visit the [Sacramento Metro Chamber](#) or the [NCWTC](#).

Export Resources - Interested in online trade resources and one-on-one assistance for international business for those just starting or those expanding their global sales? For more, visit [Export.gov](#). Another helpful export site is US Commercial Service, which helps US companies find new international business partners in worldwide markets. For more, visit [US Commercial Service](#).

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Lincoln Residents Visit Bulgaria in Farmers Exchange Project

Pastor Carol Bergman and six other Lincoln residents traveled in Bulgaria from May 30 to June 12 as part of the Farmers to Farmers Exchange Project. The Project welcomes farmers from Bulgaria to Lincoln each fall, while Lincoln residents travel to Bulgaria every three years. Rancher Lyndell Grey started the project five years ago as a way to help teach Bulgarian farmers, who came for two months, how to market and sell their products. The Lincoln group stayed in the village of Ogianovo, Bulgaria, a town of about

1,500 residents, sharing the hospitality of the village's families and staying in their homes. For more, visit the [Lincoln News Messenger](#).

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City Proclaims October Auburn Symphony Month, Honors Maestro Goodwin

A City of Auburn proclamation issued in August recognizes Maestro Michael Goodwin for his 10 years as the Auburn Symphony's music director. The award will be officially presented to Goodwin by Mayor Alice Dowdin at a September anniversary party in his honor. Goodwin is entering his 11th season with the symphony this year. On September 12, the City will proclaim October as Auburn Symphony Month. The symphony's season opens in October with concerts on Saturday, October 29th at 7:30 p.m. and Sunday, October 30th at 3 p.m. Saturday evening concerts are new this year, changed from Friday night by popular demand. 'Romance & a Symphony,' the first concert, features soprano Svetlana Nititenki and tenor Jorge Gomez singing works from famous operas; and the Sibelius Symphony No. 5. The concert season runs through May. For season or individual concert tickets, call the Auburn Symphony office at (530) 823-6680. For more, visit the [Auburn Symphony](#).

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Non-hazardous Materials Reuse Grants Available

The California Integrated Waste Management Board (CIWMB) has approved the Reuse Assistance Grants (RAGs) to provide incentives for California local public agencies to promote and apply the reuse of non-hazardous material. Reuse is defined as using a material over again in its current form. The CIWMB anticipates allocating \$250,000 from 2005/2006 funds. Eligible applicants may request a maximum of \$50,000. Questions must be submitted in writing and received by the CIWMB by September 30, 2005; applications must be postmarked on or before Thursday, October 27, 2005. For more, visit the [CIWMB](#).

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Loan Guarantees for Container Recyclers

California container recyclers can draw on \$10 million in loan guarantees that the state has made available to increase the recycling of beverage containers made of plastic, glass, and aluminum. The California Department of Conservation (CDOC) has made the loans available for projects such as new recycling centers, the improvement of existing facilities, and the manufacturing of new products from recovered containers. Through its 2005 Recycling Infrastructure Loan Guarantee Program, the department will provide guarantees to lenders to cover 75-85% of the losses incurred if an approved recycling project is unable to repay a loan. The program is available to private businesses, educational institutions, American Indian tribes, government institutions and nonprofit groups. For the 2005 Beverage Container Recycling Infrastructure Loan Guarantee Program application, visit the [CDOC](#).

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> County's Revised Zoning Ordinance Allows Hotels in Industrial Area

Roseville's Hallmark Development & Realty Corp. is marketing three hotel pads and a small office park on 15 acres just north of [Thunder Valley Casino](#), one of the busiest casinos in the country. At present, the closest hotels to the casino are about five miles away in Roseville and Rocklin. Hoteliers have shown tremendous interest in building near the 24-hour casino, but that area of Placer County is zoned for industry. Until two weeks ago, that meant no hotels. Hallmark's parcel is an irregularly shaped flat section of high ground bounded by the casino to the south and the Union Pacific railroad to the east. For

more, visit the [Sacramento Business Journal](#) or [Hallmark Development & Realty Corp.](#)

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> **Sierra Logic Ships One Millionth SATA Port, Is Named 'Baby Blue Chip' Co.**

Sierra Logic, a leading supplier of silicon storage solutions, announced in August that it shipped its one millionth SATA port that month. This milestone was reached in less than four years of operations, the company said, during which three storage solutions have been developed and are in full production. Serial ATA is the next-generation internal storage interconnect, designed to replace parallel ATA technology. It provides greater speed, simpler upgradeable storage devices, and easier configuration. Sierra Logic, notes a company press release, is leading the Serial ATA revolution with its sophisticated semiconductor and firmware solutions for enterprise storage vendors (OEMs). In a recent poll of financial experts conducted by Prosper magazine, Sierra Logic was named one of 10 Baby Blue Chips, emerging businesses with the potential to grow into highly-valued, publicly-traded companies. For more, visit [Sierra Logic](#) or [Prosper](#) magazine.

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> **TASQ Technology Expands Payroll**

TASQ Technology Inc. of Roseville, the local arm of First Data Corp., is expanding its payroll, adding 60 jobs to its call center and warehouse. A counterweight to recent tech cuts, the expansion was prompted by the company's growth said Ed Stutz, the company's senior recruiter. TASQ is a leader in point-of-sale hardware and software, service and support. The company will add 30 workers to its Rocklin business-to-business call center, and 30 more to its Roseville distribution warehouse. TASQ now employs 720 people in the area, including 68 temporary workers. That's up 25% from the 575 reported last year. TASQ was founded in Placer County in 1994 and bought by First Data in 2001. For more, visit [TASQ Technology Inc.](#) or [First Data Corp.](#)

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> **Lincoln Company's Salsa is 'Hot'**

Last May, Gary Farebrother started marketing his gourmet, all-natural Dos Vatos salsa, and already the product is being sold in two states and nine cities. Its initial pilot run is sold out, and the salsa is being reviewed for distribution by Raley's, Bel Air, and several gourmet foods outlets. Sold in three flavors (chipotle cracked pepper, apricot chipotle, and jalapeno pineapple) Dos Vatos salsa is 'gourmet gourmet,' Farebrother says, in that it meets World Foods Standards, the standard of Trader Joe's and other comparable natural foods outlets. Dos Vatos is available in Lincoln at [Rainbow Market](#), Fotos Market, and [Paciocco's Italian Deli & Market](#); in Roseville and Auburn at [Sunrise Natural Foods](#); and in Newcastle at [Newcastle Produce](#). For more, visit [Dos Vatos Salsa](#) or contact [Gary Farebrother](#).

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> **Acquisitions & Alliances Underway in Auburn**

* **Coherent Acquires TuiLaser** - Laser and precision optical device maker Coherent Inc. says it has acquired privately-held TuiLaser AG of Munich, Germany, for about \$27.1 million, net of cash acquired. TuiLaser is a designer and manufacturer of excimer and advanced solid-state lasers for scientific, OEM medical, and industrial applications. The acquisition provides Coherent (NASDAQ: COHR) of Santa Clara with a strong market presence in all classes of excimer lasers, from low to high power, in all markets with the exception of lithography. Coherent reported this spring that 350 people work at its Auburn site. For more, visit [Coherent Inc.](#) or [Global investor.com](#).

* **Ceronix, Inc., Aspen Touch Solutions Form Strategic Alliance** - A group of the touch industry's most experienced professionals along with Ceronix, Inc., a privately held custom touch monitor manufacturer in Auburn, have formed a new company, Aspen Touch Solutions, to develop and manufacture flat-panel touch display products for resellers and OEMs. Aspen brings together under one roof some of the top technical, manufacturing, and sales experts in the touch screen industry, says Ceronix principal Don Whitaker. Aspen was created, Whitaker said, to bring a whole new level of products and service to the touch display marketplace. Aspen is unusual in the touch display industry because all team members, from engineers to sales reps, are involved in the product design and manufacturing processes, he noted. For more, visit [Ceronix, Inc.](#) at [Press Release](#) or [Aspen Touch Solutions](#).

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> **GovLink Conference Set & Veterans Affairs Opens New Facility**

* **GovLink Conference for Small Business Set for Oct. 18, 19** - Federal agencies, prime contractors, and small businesses will network at the GovLink Conference 2005, Oct. 18 & 19, in Sacramento. Presented by the Federal Technology Center, the conference will feature speakers from government and major government prime contractors who will discuss business opportunities, vendor selection criteria, and requirements for success. Day one will focus on federal government opportunities; day two on opportunities with federal prime contractors. Conference cost is \$150 per person, which includes an evening reception Oct. 17, two continental breakfasts, snacks, and two lunches. For more information and to register, visit the [Federal Technology Center](#).

* **Veterans' Administration to Open New Medical Clinic in Auburn** - The Veterans Affairs (VA) is proudly opening a new medical clinic in Auburn at 11985 Heritage Oak Place near the corner of Highway 49 and Bell Road that will serve Placer County. The new clinic will be three times the size of their current facility and has patients, healthcare providers and administrators eagerly anticipating the grand opening in late October. "We have been looking forward to this event for five years and now that the facility is complete we are very excited about the level of care we will be able to provide to our Veterans", said Lory Clukey, director of the Auburn VA. The building was completely renovated inside and out to accommodate the VA. For more, contact Tim Mullikin at [Pilot Properties](#) or call 916-492-0200. For Placer County Veterans benefits, visit the [Placer County Veterans Services](#). For employment information, visit the State of California [Veterans Employment Development Department](#).

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> **Placer County Tourism Agencies Welcome Visitors, Volunteers**

* Fall is one of the most spectacular seasons at Lake Tahoe, reports the North Lake Tahoe Resort Association, a season filled with a range of fun-filled events from outrigger canoe races to wine and food festivals. On Oct. 9, for instance, Tahoe City hosts its annual Harvest Festival. Truckee River Day is Oct. 16, and a full week of Halloween-related events happens in the Village at Squaw Valley Oct. 22 - 31. For more information, visit the [North Lake Tahoe Resort Association](#).

* In south Placer County, otherwise known as Placer Valley, tourists can find entertainment, sporting events, shopping, golf, wineries, fine and casual dining, nightlife,

and a great variety of lodging choices. For complete Placer Valley listings, including a restaurant guide, visit [Placer Valley](#).

* California Welcome Center Auburn invites volunteers to become a part of the center's Ambassador Program. Ambassadors dedicate a certain amount of time to be at the Center to help visitors and travelers with questions. Just off I-80 at 13411 Lincoln Way, the Center is open seven days a week. For more information, visit the [California Welcome Center Auburn](#).

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> **Autumn Arts -- Magic Circle Theater & Auburn Symphony Present**

* This fall, Roseville's Magic Circle Theater is presenting through October 8 the musical 'Joseph and the Amazing Technicolor Dreamcoat,' through Oct. 15, the comedy 'Goodbye Charlie,' Nov. 4 - Dec. 3, the comedy 'Barefoot in the Park,' and Nov. 11 - Dec 10, the musical 'Forever Plaid.' The concurrent Magic Circle series of classic children's stories includes 'The Princess and the Frog' and 'Alice in Wonderland.' For the rest of 2005's and the 2006 schedule, visit [Magic Circle Theater](#)

* The City of Auburn has proclaimed October Auburn Symphony Month. The symphony opens its 2005-2006 season with a concert called "Romance and A Symphony" Saturday, Oct. 29, at 7:30 p.m. and Sunday, Oct. 30, at 3 p.m., at Placer High Auditorium, in Auburn. The concert features two world-class singers presenting some of opera's greatest moments, and a performance of the Sibelius Symphony No. 5, a work Maestro Michael Goodwin calls 'a symphony of heart-warming freshness and majesty.' For ticket information, visit the [Auburn Symphony](#).

* North Tahoe Arts' exhibit committee is calling for artist applications for 2006 NTA gallery shows. The committee will consider solo or group shows and will review all mediums. Of special interest are three-dimensional and sculpture submissions. For more, visit [North Tahoe Arts](#).

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> **Restaurants & Ranchers Support Placer's Grown**

* Throughout October, many of Placer County's finest restaurants and fine wine shops and wine bars will celebrate the county's agricultural bounty with special recipes, menus, and wine lists created with county products. In Auburn, for instance, [Le Bilig](#), [Bootleggers](#), [The Monkey Cat](#), and [Latitudes](#) restaurants will be showcasing the county's wines, meats, fruits and vegetables during the harvest month. [Carpe Vino](#) in Old Town Auburn will be offering many local wines for tasting and purchase. Placer County now has nine wineries offering a diverse selection of wines. For more, visit [PlacerGROWN](#).

* In other agricultural news, a group called High Sierra Resource Conservation and Development Council is working to establish a producer-owned business that will market locally produced beef directly to restaurants and consumers. The Council is partnering with local ranchers, UC Cooperative Extension, PlacerGROWN, various cattlemen's associations, and several other entities. The project is in its beginning stages. For more, visit [High Sierra RC&D](#).

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> **County Offers Classes, Implements Stormwater Quality Program**

* Organizational Development, a division of the Placer County Executive Office, offers cutting-edge training and development classes. These skills-based classes are designed to enhance county employees' knowledge and productivity, and would also benefit local businesses and public agency employees. Reasonably priced, the classes are instructed by subject-matter experts. To view the full range of class offerings in the Catalog of Services and to register, visit [Organizational Development Division](#).

* Placer County is now starting to implement its Stormwater Management Program as required by regulations of the federal Clean Water Act. These regulations require Placer County to obtain a municipal stormwater permit, which prohibits the discharge of materials other than clean water to the stormwater drain system. To accomplish this, the county will look at all dischargers: commercial, industrial, construction, residential, and municipal to reduce pollutants in stormwater and non-stormwater discharges either through source reduction or treatment. For more, visit the [Placer County Stormwater Program](#).

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> **Tahoe Symposium Could Generate \$10 Million in Next Three Years**

In April 2006, North Lake Tahoe will play host to the annual Mountain Travel Symposium, the premier event for the mountain destination industry. The gathering brings together industry professionals to network, market, and attend educational and professional seminars. The North Lake Tahoe Resort Association (NLTRA), says that preliminary figures indicate the event will generate about \$10 million in revenue for the North Shore in tour and group operator business over the next three years. The NLTRA, [Squaw Valley USA](#), and the [Resort at Squaw Creek](#) will host the annual symposium, typically attended by 1,000 travel professionals from around the world. After their visit, attendees will introduce and sell the North Shore product to new audiences over subsequent years. For more, visit [North Lake Tahoe Resort Association](#).

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[Hallmark Development & Realty Corp.](#)

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InnovaCrew Designated Microsoft Small Business Specialist

InnovaCrew Technology Services has received recognition from Microsoft Corporation as a Microsoft Small Business Specialist, a designation that Microsoft developed to help small and medium-sized business owners identify local technology vendors that can meet their unique support needs. InnovaCrew president Josh Jacoby noted that it was great to see Microsoft recognizing companies such as InnovaCrew for their expertise and focus on small and medium-sized companies. InnovaCrew is only one of three Specialists in the region, and the only Small Business Specialist in Placer County. The company serves the South Placer and Sacramento regions from its office in Old Town Roseville. For more, visit [InnovaCrew Technology Services](#) or [InfoWorld](#).

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Rocklin Company Builds Security, Compliance into Web Services

Don't let hackers access your HR system. Don't let competitors poke through your engineering plans. Don't let social malcontents adjust your pricing in real time. So warns Kenai Systems, a Rocklin company that assesses the vulnerability of businesses' Web services and develops security for them. Kenai Solutions, its Web site notes, 'enables businesses to realize the important and financial benefits of Web services without compromising their network or increasing their security management costs.' Kenai was founded in April 2004. Among the privately held company's customers are HP, NEC, Agilent, Verifing, and TASQ. For more, visit [Kenai Systems](#).

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New Helicopter Firm Offers High-flying Services

Robert "Bud" Boxwell is using variety to get his Norcal Helicopters business off the ground. He's doing just about everything -- photo flights, business trips, tourism,

agricultural support, and recreational flights. He even booked a wedding. Boxwell started the company at the end of last November and in January took delivery of one brand new Robinson R44 Raven helicopter. The ruby red four-seater stays busy, mostly during the week, ferrying businesspeople to the Bay Area. The helicopter and business are stationed at the Lincoln Airport, but the Raven can land at any local airport and deliver people to any airport in the Bay Area. Boxwell is the president, main pilot, and spokesman. His wife, Jane, does bookkeeping and runs the office. His backup pilot and partner is Jim Arthur. 'Our only expectation was to break even by the end of the first year, and based on our numbers right now, we are going to make it,' Boxwell said. For more, visit [Norcal Helicopters](#) or the [Sacramento Business Journal](#).

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Ceronix to Aid in Katrina Casino Reconstruction

A North Auburn monitor-making business is positioned to play a major role in helping Biloxi, Mississippi, and other gaming centers in the South recover from Hurricane Katrina. Don Whitaker, principal at Ceronix Inc., said in October that his first thoughts were of concern for the people caught up in one of the worst natural disasters in the nation's history. He added that with the damage to the gaming industry, he expects a spike in orders for his business's specialized monitors. The Biloxi area has as many, if not more, casinos than does Reno, Whitaker said. Ceronix is a global leader in monitor making for the gaming industry. For more, visit the [Auburn Journal](#) or [Ceronix](#).

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Tahoe Vista Restaurant Pilot of “Green” Certification Program

The Wild Goose restaurant, a Tahoe Mountain Resorts renovation project in Tahoe Vista, was a pilot project for the LEED-CI program. The U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) certification was developed to promote green design and construction practices. LEED for commercial interiors (LEED-CI) evaluates performance in five categories. Among the Wild Goose's green features, covering all five categories, are insulation made from recycled denim jeans, tiles made from recycled glass and ceramics; use of certified sustainably harvested lumber; reclaimed wood paneling, natural wool fabrics, water-conserving fixtures, organic compound paints and stains, a diligent recycling program, and wind power supplying half

of the restaurant's electricity. The Wild Goose's accomplishment was covered in the June 2005 issue of Urban Land magazine, a publication of the Urban Land Institute. For more, visit the [Wild Goose](#) restaurant, [Green Products](#), [U.S. Green Building Council Leadership in Energy and Environmental Design](#), [Urban Land Institute](#), [Tahoe Mountain Resorts](#).

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FTC Offers Free Classes

The Federal Technology Center (FTC) is a not-for-profit public benefit corporation that promotes economic development in California by teaching small businesses how to successfully compete for government contracts. November and December classes planned for the Greater Sacramento area include Introduction to Federal Contracting (Nov. 7, 9 a. m. -noon, Sacramento) and Federal Contract Negotiation (Dec. 5, 1 - 4 p.m., Elk Grove). For a complete list of FTC classes and seminars visit The [Federal Technology Center](#) or contact [Jack Toney](#).

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Mountain Mandarin Tour & Festival to Draw Residents, Tourists

Celebrating the bounty of Placer County's harvest season, mandarin growers will open their orchards to the public every Saturday and Sunday, 9 a.m. to 4 p.m., from November 15 to January 31 for the Mountain Mandarin Orchard Tour & Arts Show. At each orchard site, local artists, working in a variety of media, will demonstrate and sell their artworks. Also available for purchase will be locally grown persimmons, pomegranates, navel oranges, Meyer lemons, kiwis, nuts, winter squash, apples, pears, and honey. The two-day Mountain Mandarin Festival, November 19 & 20 will be held at Auburn's Gold Country Fairgrounds, 9 a.m. to 4 p.m. The festival features entertainment, recipe contests, cooking demonstrations, and vendors selling fresh-picked mandarins and other produce. Admission is free. For more, go to [Mountain Mandarins Tour](#) or visit the [Mountain Mandarin Festival](#).

For more about tourism in the region, visit the [California Welcome Center Auburn](#); [North Lake Tahoe Resort Association](#); [Placer Valley](#).

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Best Year Ever for Placer-Lake Tahoe Film Office

The Placer-Lake Tahoe Film Office has enjoyed its busiest year ever, wrapping up 2005 with nearly 30 county permits issued. That number doesn't include a multitude of productions, mostly of commercials, that came through the office and shot under city film permits. Look for Placer County locales in upcoming spots for Suzuki, Bombardier, Visa, Saucony Shoes, the Taurus World Stunt Awards, GM, and Yamaha. All this activity translates into benefits for Placer County merchants and residents. One commercial company, shooting just 'over the border,' obtained its local supplies and crew from the county and, in three days, left more than \$75,000 in the local economy. For more, visit the [Placer-Lake Tahoe Film Office](#).

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Find a Local Farmer at PlacerGROWN Web Site

Residents and tourists looking to buy fresh produce locally can find who is growing what and where it's available at the PlacerGROWN Web site. Under 'Find a Local Farmer' on the site are a dozen choices of categories, including Farm, Ranch, Ag Tourism, Farmers' Market, and Vineyard. A 'key word' search yields a complete list of where the desired item is available. Key word 'pumpkins,' for instance, produces a list of local farms where customers can find not only pumpkins but all the other fruits and vegetables in season. PlacerGROWN is a countywide marketing program organized to assist local agricultural producers market their products. For more, visit [PlacerGROWN](#).

For more information about Placer County agriculture, visit the [Placer County Agriculture Department](#); [California Welcome Center Auburn](#); [Placer County Wine and Grape Association](#).

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CalBis Promotes California as Business Site

California Business Investment Services (CalBIS) part of California's Labor & Workforce Development Agency, serves employers, corporate real estate executives, and site location consultants considering California for new business investment and expansion. CalBIS helps by providing tailored site selection services, investment incentives, and workforce services. It offers information about doing business internationally from a base in California, and on labor market data and economic statistics about the state. CalBIS educates on why the Golden State is 'the ideal place to locate a business.' For more, visit [CalBIS](#).

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What's in Your E-Mail Newsletter?

In Progress Online (IPOL), our monthly economic development e-mail newsletter covers the latest news on Placer County business and industry. It reports on new projects in our cities and towns and keeps readers up to date on the state of the region's economy. IPOL posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development ([OED](#)) or visit the OED [Web](#) site. For past In Progress Online newsletters, go to Placer County [Biz News](#).

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Placer County Improves Permit Process

To eliminate repetitive environmental review cycles for new permits, the county is initiating some changes. Starting January 1, 2006, permit applicants will be required to attend a pre-development meeting focused on the Environmental Questionnaire (EQ), the next step in the permit process. Such a meeting will be set up four to six weeks after applicant requests one. Before that meeting, county staff will visit and assess the proposed site so as to provide the applicant with a list of site-specific requirements for the EQ. The new process affects applicants for all new conditional use permits, subdivisions (over four lots), General Plan amendments, specific plans, and rezoning. For details, contact Gina Langford, Environmental Review Coordinator at (530) 886-3025 or visit the [Placer County Planning Department](#).

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R.C. Willey Signs Lease for Roseville Distribution Center

R.C. Willey and the City of Roseville announced in September that R.C. Willey Home Furnishings has signed a lease to occupy 495,185 square feet at 10000 Allantown Drive in Roseville. The project brings 150 jobs to Roseville. Scott Hymas, R. C. Willey's CEO, said that Roseville will be an ideal location from which to service company stores in Rocklin and Reno and future Greater Sacramento area stores. The company is a subsidiary of Berkshire Hathaway, owned by the investment giant Warren Buffett. Occupancy of the building is scheduled for February 2006. For details, visit [R. C. Willey Home Furnishings](#) or email [Marv Jensen, Facilities Manager](#).

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Inventor's Innovative Doorstop Picked Up by Ace Hardware

Rocklin's Michael Pendergrass has turned an innovation into a multi-million dollar business. Pendergrass, inventor of the Rock'n Lock Doorstop, an alternative to the customary door wedge, has reached a deal with Ace Hardware to stock Rock'n Lock nationally. Pendergrass projects his company will gross \$3.9 million annually, based on his doorstop selling 12 units per month at each Ace Hardware store across the Nation. He is also negotiating deals for the doorstop to be placed in numerous mail order catalogs. And he's working on his next innovation, a version of the doorstop with a security alarm installed. For more visit the [Placer Herald](#) or [Rock'n Lock Doorstop](#).

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Get Backed Up! Lincoln Data Protection Business Cautions

People forget to make sure their computer data is completely recoverable, says Steve Lucas, field manager for Tac Systems, a three-year-old data protection company in Lincoln. They put protection off until another day. Steve's son, Yancey, is the founder and president of Tac Systems, which has four employees and other technicians on call. Tac promises secure and reliable off-site data backup, fast and easy file and folder restores,

business-critical solutions to emerging regulatory demands, and fully automated disk-based backups to reduce human error. Tac's customers are 'critical' businesses, where data is important, Steve says, which includes almost all businesses. 'Our job is to educate people, to make them aware,' he said, 'so that if and when they have a failure, their data is safe.' For details, visit [Tac Systems](#).

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Colfax Cider Takes Gold Medal in State Competition

Fox Barrel Cider Company recently received a gold medal for its hard pear cider in the California Brewers Competition. Bruce Nissen, co-owner of the Colfax-based company, noted that the gold medal was particularly pleasing since it came in a broad category with many entries that included both ciders and fruit-flavored beers. Fox Barrel released its first product for sale this year. The hard ciders are available in stores from Sacramento to Lake Tahoe, including 10 Colfax outlets and two in Meadow Vista. For details, visit [Fox Barrel Cider](#) or the [Auburn Journal](#) or [California Brewers Guild](#).

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County Redevelopment Opens Kings Beach Free Public Parking Lot

In October, Placer County celebrated the opening of a new public parking lot at Brook Avenue in Kings Beach, part of ongoing improvements planned for the North Tahoe town. In January 2000, the Board of Supervisors approved the initiation of the Kings Beach Commercial Core Improvement Project. The county's Redevelopment Agency then became a partner with a commitment to deliver parking lots needed to alleviate current and future parking space shortages. The agency has a Memorandum of Understanding with the Department of Public Works to operate and maintain the new parking lot at no cost to the county. The lot contains 20 spaces and is open 7 a.m. to 10 p.m. daily. For more, visit [Placer County Redevelopment Agency Active Projects](#).

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FTC Offers Free Winter Classes

The Federal Technology Center (FTC) is a not-for-profit public benefit corporation that promotes California's economic development by teaching small business owners how to successfully compete for government contracts. January classes include Doing Business with General Services Administration (Jan. 12, 9 a.m. - 12 noon) and Getting Started with Government Contracting (Jan.19, 1 - 4 p.m). For a complete list of FTC classes and seminars, visit [The Federal Technology Center](#) or email [Jack Toney, Director, Procurement Assistance Program](#).

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County Strawberry Festival Wins 12 Awards from International Association

The International Festivals & Events Association (IFEA) paid tribute in September to the Placer County Strawberry Festival, produced by A Hometown Affair, Inc. in Roseville. In the prestigious IFEA/Haas & Wilkerson Pinnacle Awards competition, the festival won 12 awards: six Gold, one Silver, and five Bronze. Sponsored by industry leader Haas & Wilkerson Insurance, the 2005 competition drew 1,510 entries from among the world's top festivals and events. The 2005 Strawberry Festival, held at Roseville's Placer County Fairgrounds, attracted more than 65,000 visitors and benefited about 28 local nonprofit groups. For details, visit the [Placer County Strawberry Festival](#) or the [International Festivals and Events Association](#).

For more about tourism in the region, visit the [California Welcome Center Auburn](#), [Placer Valley](#) and the [North Lake Tahoe Resort Association](#).

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Photographer Keith Sutter Capturing the Beauty of Ballet

Well-known outdoor and commercial photographer Keith Sutter has ventured into new territory -- capturing with his camera the physical beauty and grace of dancers with the Sacramento Ballet. The artistic collaboration has produced a calendar, posters, and ballet-themed exhibits. The move into the ballet realm was prompted when a Folsom ad agency hired Sutter to shoot a banner for the Sacramento Ballet. Sutter's ballet work was exhibited in Sacramento in October. The ballet calendar is available at local Borders bookstores. Sutter's work has been published in National Geographic, Men's Journal,

Outside, Real Simple, Architectural Digest and the New York Times. For details, visit the [Auburn Journal](#) or [Keith Sutter Photography](#).

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Placer's Bounty Celebrated at October's Farm and Barn Tour

Nearly 2,000 people took part in the Farm & Barn Tour in October to smell, touch and taste the produce of Placer County's harvest at 14 farms, orchards, fruit stands, and ranches stretching from Auburn to Lincoln. Many visitors packed the Blue Goose Fruit Shed and Produce Stand in Loomis to get a glimpse of the AGROart competition, in which local artists of all ages used Placer-grown produce as their sculpting medium. Joanne Neft, director of the Placer County Agricultural Marketing Program, said the tour promoted the area's agricultural heritage and the idea of supporting local farmers and ranchers by buying their fresh goods. For details, visit the [Auburn Journal](#) or [PlacerGROWN](#) or the [Farm and Barn Festival](#).

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County Classes Improve Employee Skills

Organizational Development, a division of the Placer County Executive Office, offers cutting-edge training and development classes focused on enhancing county employees' knowledge and productivity. These beneficial skill-based classes are also open to employees of local businesses and public agencies. Classes are instructed by subject-matter experts for a reasonable cost. For details on the full range of class offerings and to register, visit [Placer County Organizational Development](#).

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posts news of state and local training, incentives, as well as loan programs that benefit business. It even provides links to more information on each item. News about your business is always welcome. Please send items, questions, comments or suggestions to the Office of Economic Development ([OED](#)) or visit the OED [Web](#) site. For past In Progress Online newsletters, go to Placer County [Biz News](#).

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